# Statement of Lisa E. Gray Director, Marketing Services, D.T. Watson Rehabilitation Services

### STATEMENT OF LISA E. GRAY

I am the Director, Marketing Services, of D. T. Watson Rehabilitation Services, in Sewickley, Pennsylvania. Its subsidiaries include D.T. Watson Rehabilitation Hospital, a non-profit rehabilitation hospital providing inpatient and outpatient services to people with a variety of illnesses and injuries. The Harry S. Teck Education Center, another subsidiary, is a day school for children with special needs.

WBZZ, which has a large youth and young adult audience, has been very helpful to us over the years by assisting in our fund raising efforts and also by helping us keep the community advised of what we do. WBZZ has been more supportive of our programs than have the other area stations, and our representatives have appeared on WBZZ programs to discuss a wide range of topics.

For example, in 1986, 1987 and 1988, WBZZ was a sponsor of our Watson Walk, one of our major fund raising activities. Two Pittsburgh area junior high schools participated, competing to see which could raise the most money for the hospital. WBZZ personality John Cline promoted the event extensively, through on-air announcements and by speaking at school assemblies. In 1988, he provided the entertainment at a dance honoring the winning school.

WBZZ has also assisted our campaigns to encourage safety, by broadcasting bicycle and other safety tips. The station has also presented a variety of interview programs involving our work. For example, in December, 1991, a WBZZ Dialogue program was devoted to discussion of alcohol related injuries. A victim of a drunk driver, who had suffered serious head injuries in an automobile accident, spoke as did one of the professionals on our staff. In 1988, WBZZ broadcast a Dialogue program dealing with amputation, and how patients

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deal with the associated physical and mental problems, before and after amputation. We also participated in a Dialogue program which focused on Post-Polio syndrome, which affects polio victims decades after their apparent recovery. During this program, a patient and a physician from D.T. Watson discussed their experiences with the problem.

Lisa E. Gray

Subscribed and sworn to before me this  $\chi_{O_t}$  day of  $\zeta_{CO}$ , 1993.

Notary Public

My commission expires on

Dec. 30, 1776

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Ronald F. Flanders, Jr., Notary Public
Leet Twp., Allegheny County
My Commission Excires Dec. 20, 1996

Member, Pennsylvania Association of Notaries

### Statement of John K. "Mike" Kearns President of the Board, Alcoholic Recovery Center

#### STATEMENT OF JOHN K. "MIKE" KEARNS

I am the President of the Board of Alcoholic Recovery Center, in Pittsburgh. I have been associated with that organization actively for the past nine years; prior to that, I was less formally associated with it. We provide temporary housing and other help for alcoholics. We help them get jobs or, if they are not capable of getting and holding jobs, public assistance. We have three residential facilities in the Pittsburgh area. One provides a home for eighteen people who are able to function with minimal assistance. The other two facilities assist a total of 170 people who need more intensive assistance.

WBZZ has been very helpful to us over the years. For example, through a Community Club Awards program, WBZZ encouraged its listeners to save food labels, which we were able to convert into cash. WBZZ has also promoted charitable activities in which those whom we help have participated, as part of their rehabilitation, by helping others. The five mile run for charity, put on by the Pittsburgh Steelers and actively sponsored by WBZZ is one such activity. In addition, WBZZ has presented programming about alcoholism, including a Dialogue program featuring a psychologist. As a result of the broadcast of that program, we received several letters and donations.

WBZZ has also been instrumental in promoting the Designated Driver program, urging that people -- particularly young people -- who are partying to have a designated driver who remains sober.

#### WBZZ Exhibit No 1-G Page Number 2

John K. "Mike" Kearns

Subscribed and sworn to before me this \_\_\_\_\_\_, day of \_\_\_\_\_\_, 1993.

Notary Public ,

My commission expires on

Linda J. Krist. Notary Public Pitsburgh. Allegheny County My Commission Expires April 23, 1994

Member, Pennsylvania Association of Notaries

## Statement of Richard Maloney Vice President, Pittsburgh Three Rivers Regatta

#### STATEMENT OF RICHARD MALONEY

I have been the Vice President of the Pittsburgh Three Rivers Regatta since 1992. I have reviewed Regatta records for the period 1984 through 1991 and, based on that review, am familiar with WBZZ's contributions. These have included sponsorship of the offical Regatta parade (1988 - 1991), broadcasting live remotes from the Regatta at Point State Park (1985 - 1991), sponsorship of the Grand Decorated Boat Parade (1985 - 1990), and fund raising for charities involved with the Regatta (1985 - present).

The Regatta has been in existence for sixteen years, and is now the largest event in Pittsburgh. It is the largest inland water - air - land event in the world. We draw approximately 750,000 people each year and have an annual budget of approximately \$1 million. The Regatta brings revenues of approximately \$25 million to the city each year.

WBZZ has been one of the four official radio sponsors of the Regatta since 1992. In that leadership role, WBZZ has primary promotional responsibilities for the land parade in Pittsburgh, the "anything that floats" race, the "rubber duck" race for the American Cancer Society, and for one of the three evenings of entertainment. WBZZ provides extensive promotion for these events, starting more than a month before the actual Regatta, with intensive promotion shortly before and during the Regatta. Beyond providing the promotion, WBZZ plays an important role in the actual conduct of the four events. Its evening of entertainment, obviously, involves the most intensive WBZZ involvement. Our partnership with WBZZ, as with the other three radio stations, is essential to the success of the Regatta.

While primarily a celebration of the three rivers which flow through Pittsburgh, and of their importance to the community, the Regatta is also an

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important fund raising event for local charities. The American Cancer Society, the Rehabilitation Institute and the Pittsburgh Policemen's Memorial Fund are among the charitable organizations which participate and benefit. The American Cancer Society "rubber duck" race, for which WBZZ is responsible, raises approximately \$50,000 each year. In this event, people "buy" rubber ducks which they put into the river to float down stream.

The help provided to us by WBZZ has been very important to us, and we appreciate it.

Richard J. Maloney

Subscribed and sworn to before me this 34711 day of 200, 1993.

Notary Public

My commission expires on

10.5.93

# Statement of Janice Markowitz Pennsylvania State Director of the Pennsylvania Chronic Fatigue Syndrome Association

#### STATEMENT OF JANICE MARKOWITZ

I am the Pennsylvania State Director of the Pennsylvania Chronic Fatigue Syndrome Association, a non-profit organization which is a member of the National Chronic Fatigue Syndrome Association. Our mission is to inform the public and medical professionals about chronic fatigue syndrome ("CFS"), provide patient advocacy, and physician referrals.

CFS is of great interest to the public, and according to the Center for Disease Control, only AIDs produces more inquiries from the public. Due to the publicity which CFS has received in recent years, much of it misinformed, many people confuse CFS with AIDs. As a result of this misunderstanding and the stigma associated with AIDS, some CFS patients have lost jobs, had to move, or been required to leave school.

In 1991, WBZZ presented a Dialogue program on CFS, during which our medical director, Dr. Jules Kann, and I were interviewed. I have participated in talk shows on many stations, and WBZZ's treatment of the issue was far better than I have experienced on any other Pittsburgh station. The interview was conducted by WBZZ's Shelly Duffy, who obviously had spent a lot of time researching CFS before the interview. Her questions were excellent and well informed, and reflected a sincere interest in what we had to say. Many other times, when I have participated in interviews about CFS on stations in Pittsburgh and elsewhere, this has not been the case. Instead, there has been an apparent attempt to sensationalize the disease by reinforcing misconceptions about it, and it has been obvious to me that the

program host has not even bothered to read the background material which

I had provided prior to the interview.

Following the Dialogue interview, our organization received 138 inquiries from members of the public which were directly attributable to that program. We also received calls from four physicians asking for more information about our association or about CFS. I understand from Dr. Kann that he received a number of additional calls at his medical office as a result of the program. We ask all callers how they heard about us and maintain a log of all inquiries and comments. All 138 callers to our association offices said they were calling in response to the Dialogue program. We have never previously received anything approaching 138 calls in response to a single radio program; the most we have received in response to any other program was 25 calls.

I listen regularly to WBZZ's Dialogue program, and what I have heard as a listener has been consistent with the perceptions I formed as a result of being a participant: Shelly Duffey seems to be well prepared, to ask intelligent and well focused questions, and there is an absence of sensationalism for the sake of sensationalism. On a somewhat personal note, I was deeply involved in 1990 - 1991 in an effort to save the Syria Mosque, an historic building in Oakland, Pennsylvania where I live. There was quite a lot of controversy about the issue, and I believe that WBZZ covered that issue very fairly, objectively and thoroughly.

Our association relies on the broadcast media to present public service announcements, and WBZZ has done an excellent job for us there

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as well. We rely on them heavily, and they help whenever we ask. We have been very pleased with WBZZ's level of support.

All of the statements made herein are, to my personal knowledge and belief, true and correct.

Janice Markowitz

Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 1993.

Notary Public

My commission expires on

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Compress County
City Compress Oct. 5, 1998

### Statement of Sophie Masloff Mayor of the City of Pittsburgh

#### STATEMENT OF MAYOR SOPHIE MASLOFF

I have been the Mayor of the City of Pittsburgh since May of 1988. Previously, I was a member of the Pittsburgh City Council for twelve years, the last year of which I was President of the City Council.

I have been involved in City and County government in the Pittsburgh area for the past sixty years.

In recent years, budgetary limitations have diminished the resources which the City can devote to the promotion of civic events, and we have come to rely heavily on the local media for assistance. WBZZ is one of the stations we call on most frequently for help, and it has always more than justified the reliance we place upon it. WBZZ has a reputation within municipal government as a station which can be counted on in time of need, and I have consistently been very favorably impressed with WBZZ's efforts to serve the needs of our local community.

WBZZ has consistently and effectively promoted events of importance to the City and to numerous civic and charitable organizations, and WBZZ on-air personalities have participated extensively in many of those activities as well. WBZZ has been actively involved in promoting our City park events, large and small, and has in a very real sense become a partner in our very successful parks program. WBZZ has done this in a variety of ways, including the broadcast of public service announcements and making on-air personalities available to participate directly.

Some of the activities WBZZ has undertaken for the community during recent years are briefly highlighted below:

Three Rivers Regatta. WBZZ has been an active participant in, and promoter of, the Regatta since 1984. The Regatta is one of the most important civic promotions in Pittsburgh, and WBZZ's active participation has been highly beneficial.

City Parks Lunch Time Concerts. In the summer of 1990 and 1991, WBZZ played an active role in prompting these concerts.

Climin Up the City Campaign. In 1989 and 1991, WBZZ provided substantial promotional assistance in our efforts to get local residents to make Pittsburgh a cleaner and more beautiful place to live and work.

**Pittsburgh Marathon.** This is one of Pittsburgh's largest annual events. It brings runners from all over this country, and also from many other countries. Media sponsorship is very important, and WBZZ's assistance has been exceptionally valuable.

Southside Summer Spectacular. Each year since 1987, WBZZ has participated in this annual event, which has grown from a modest neighborhood event into a major Pittsburgh ethnic festival. I believe that the Summer Spectacular would not have grown into such an important event without WBZZ's help.

Light Up Night. Each year since 1984, WBZZ has provided major promotional support for our annual Light Up Night, which introduces the holiday season in downtown Pittsburgh.

Parades. Pittsburgh has numerous parades, perhaps more than any other city in the country. These include a major St. Patrick's Day Parade and our annual Afro American Heritage Parade. WBZZ's assistance in promoting these events, and in providing the assistance of its on-air personalities, has been extremely helpful to the success of these events.

March of Dimes WalkAmerica Walkathon. Since 1985, WBZZ has actively participated each year in the promotion of this fund raising and promotional event for the March of Dimes Birth Defects Foundation.

By promoting and participating in these and other events, WBZZ has made its presence felt in the Pittsburgh community and has contributed substantially to our sense of community.

All of the foregoing statements are, to my personal knowledge and belief, true and correct.

Sophie Masion

Subscribed and sworn to before me this day of hury. 1993.

Notary Public

My commission expires on

Jan 22, 1996

Augusty Public Augusty County Express Jan. 22, 1998 Statement of
Jane Neely
President, Pittsburgh Chapter,
Transplant Recipient International Organization

### STATEMENT OF JANE NEELY

I am the President of the Pittsburgh Chapter of the Transplant Recipient International Organization (TRIO), which was started in Pittsburgh in 1983. We are a support group for people awaiting organ transplant surgery, for those who have undergone the operation, and for their families. We also foster public awareness of the need for organ donors.

In 1989, after I had successfully undergone heart transplant surgery, Tex Meyer, the General Manager of WBZZ, asked me to speak to the WBZZ sales staff about our program and to relate my experiences. I was happy to do so, and since that time, WBZZ has provided very generous assistance whenever we have requested it. For example, WBZZ has provided public service announcements for the National Kidney Foundation's games participated in by people who have had organ transplants. WBZZ has also done a lot for the Center for Organ Recovery and Education, including support for the 1992 Donor Awareness Week. I also recall that in 1990, Brian Brosnick of the Center was a guest on the WBZZ program Dialogue. The program was very informative and responded to many public misconceptions about organ donation.

All of the foregoing statements are, to my personal knowledge and belief, true and correct.

Jane Neely

Subscribed and sworn to before me this 1+ day of 5.77, 1993.

Notary Public

My commission expires on

Notarial Sed

Sus L. Scott, Notary Public

Liberary County

My Commission Express Dec. 10, 1985

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